



WEWS

ORDER

Flight Dates **10/30/12-11/05/12**

Contract / Revision **303061 /**
Original Date / Revision
 06/27/12 10/29/12
Advertiser **Friends of Brown / Democra**

Agency **Shorr Johnson Magnus**
Buying Contact

**1831 Chestnut Street
 Philadelphia, PA 19103**

Product
Candidate. Sherrod Brown 10.30-11
Agency Com 15%
Billing Contact
**1831 Chestnut Street
 Philadelphia, PA 19103**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **Week # 1**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A18-49
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WBNX	%
WDLI	%
WEAO	%
WGGN	%
WJW	%
WKYC	%
WMFD	%
WOAC	%
WOIO	%
WQHS	%
WUAB	%
WVIZ	%
WVPX	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	70	\$97,495.00	\$114,700.00	0.00
Totals	70	\$97,495.00	\$114,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	70	\$97,495.00	\$114,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WEWS	10/30/12	11/05/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	33333--	:30	15	\$700.00	P-2	0.00	NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 3333--					12	\$700.00		0.00			
		Week: 11/05/12	11/11/12	3-----					3	\$700.00		0.00			
E 2	WEWS	10/30/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	22222--	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00



WEWS

Print Date: 10/29/12

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Contract / Revision **303061** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 10/29/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown** Estimate # **Week # 1**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WEWS	10/30/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	22222--	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 2222--					8	\$650.00		0.00			
Week:		11/05/12	11/11/12	2-----					2	\$650.00		0.00			
E 3	WEWS	10/30/12	11/05/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	22222--	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 2222--					8	\$650.00		0.00			
Week:		11/05/12	11/11/12	2-----					2	\$650.00		0.00			
E 4	WEWS	11/03/12	11/03/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,200.00		0.00			
E 5	WEWS	11/04/12	11/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,200.00		0.00			
E 6	WEWS	10/30/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111--					4	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
E 7	WEWS	10/30/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	11111--	:30	5	\$1,800.00	P-2	0.00	NM	7	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111--					4	\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	WEWS	10/29/12-11/04/12		M-F 6-630p News		6-630p	- TWThF----	:30		(\$1,800.00)		0.00	NM		
See MG 7.10,7.11,7.12 [political]															
10	WEWS	10/30/12-11/02/12		M-F 4-5p Dr. OZ		4-5p	- TWThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 7.6 10/31															
11	WEWS	10/30/12-11/02/12		M-F 430-5am News		430-5a	- TWThF----	:30		\$250.00		0.00	NM		
Ⓜ MG for 7.6 10/31															
12	WEWS	10/30/12-11/02/12		M-F 430-5am News		430-5a	- TWThF----	:30		\$250.00		0.00	NM		
Ⓜ MG for 7.6 10/31															
Week:		11/05/12	11/11/12	1-----					1	\$1,800.00		0.00			
E 8	WEWS	10/30/12	11/05/12	M-F 730-8P 730-8p	CM	730-8p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111--					4	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
E 9	WEWS	10/30/12	11/05/12	M-F 7-730p 7-730p	CM	7-730p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1111--					4	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
E 10	WEWS	10/30/12	10/30/12	Tuesday Prime C Private Practice	CM	10-11p	-T-----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$7,000.00		0.00			

